

# 招職



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**25%**  
off all rates

## Jiu Jik Education Rate Card 2012

Jiu Jik is a one-stop education resource that targets on young and energetic talent. We offer a total solution that's focused on achieving quality results. All rates are expressed in HKD.

### STANDARD RATES

		PACKAGE (Friday + Tuesday)		FRIDAY ONLY		TUESDAY ONLY	
		Full Color	B/W	Full Color	B/W	Full Color	B/W
<b>Back Cover</b>	Full page	\$62,000	-	\$50,000	-	\$38,000	-
<b>Inside Front</b>	Full page	\$46,000	-	\$39,000	-	\$30,000	-
<b>Inside Back</b>	Full page	\$40,000	-	\$33,000	-	\$25,000	-
<b>Centre Spread</b>	2 x Full page	\$80,000	\$66,000	\$62,000	\$52,000	\$50,000	\$41,000
<b>Run of Paper</b>	Full page	\$32,000	\$26,500	\$25,000	\$21,000	\$20,000	\$17,000
	Half page	\$19,500	\$15,000	\$15,000	\$12,000	\$12,000	\$8,600
	Quarter page	\$11,050	\$8,500	\$8,500	\$6,800	\$6,800	\$5,200

### DEADLINES

<b>Booking Deadline</b>	7 working days prior to publication date
<b>Material Deadline</b>	3 working days prior to publication date
<b>Cancellation</b>	7 working days prior to publication date for Run of Paper 14 working days prior to publication date for Back Cover, Inside Front, Inside Back & Centre Spread

### Advertising Enquiries:

Tel: 2565 2351 Fax: 2565 2320

email: [jiujikedu@scmp.com](mailto:jiujikedu@scmp.com)

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## MECHANICAL DETAILS

ART PAPER		Trim Size	Bleed Size
<b>Back Cover</b>	Full page	366mm (H) x 278mm (W)	372mm (H) x 284mm (W) (Bleed)
<b>Inside Front</b>	Full page	366mm (H) x 278mm (W)	372mm (H) x 284mm (W) (Bleed)
<b>Inside Back</b>	Full page	366mm (H) x 278mm (W)	372mm (H) x 284mm (W) (Bleed)

NEWS PRINT		Print Area
<b>Centre Spread</b>	2 x Full page	340mm (H) x 530mm (W)
<b>Run of Paper</b>	Full page	340mm (H) x 254mm (W)
	Half page (horizontal)	170mm (H) x 254mm (W)
	Half page (vertical)	340mm (H) x 125mm (W)
	Quarter page	170mm (H) x 125mm (W)

### Advertising Enquiries:

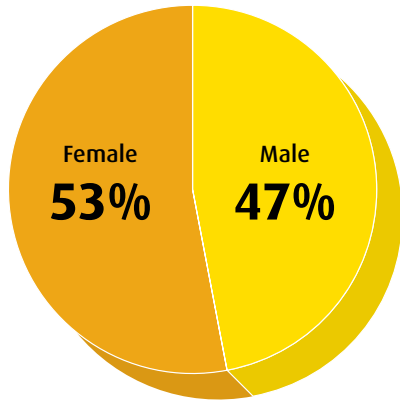
Tel: 2565 2351 Fax: 2565 2320  
email: [jiujikedu@scmp.com](mailto:jiujikedu@scmp.com)

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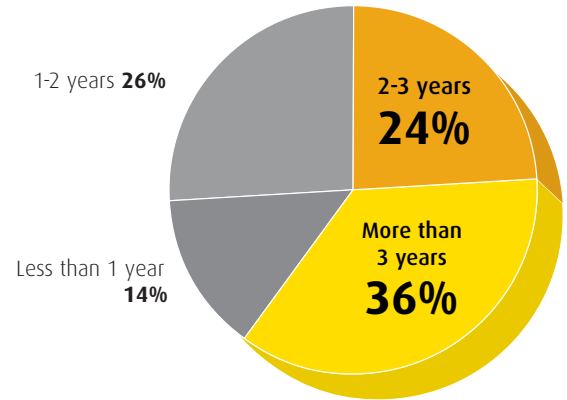


## Jiu Jik Readership Survey

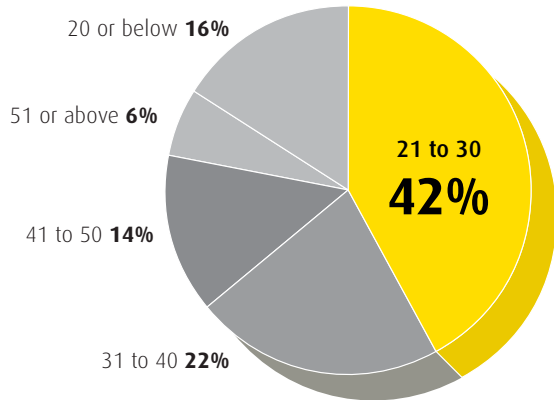
### Gender



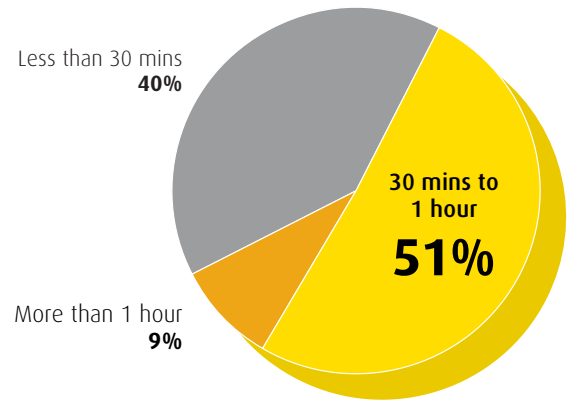
### 60% read Jiu Jik for more than 2 years



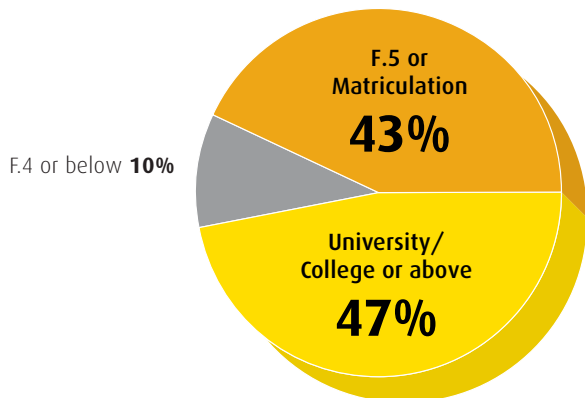
### Median age: 28



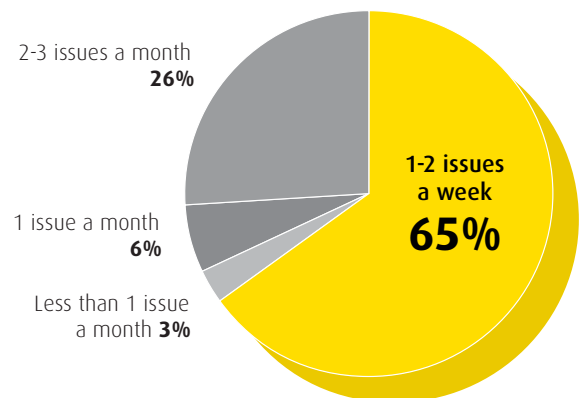
### 60% read Jiu Jik for more than 30 minutes



### 90% completed secondary level or above



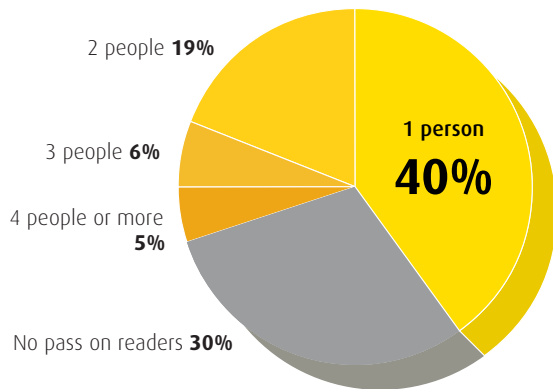
### 65% read Jiu Jik every week



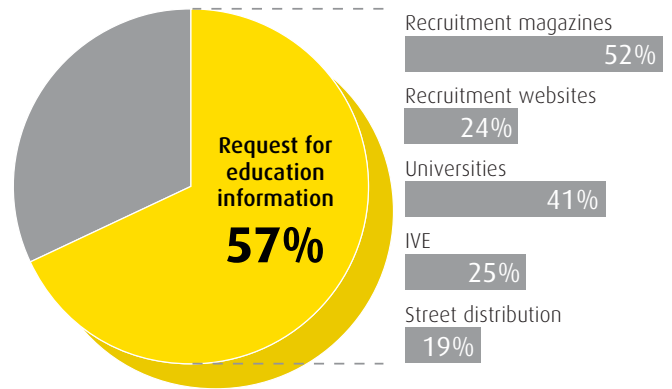
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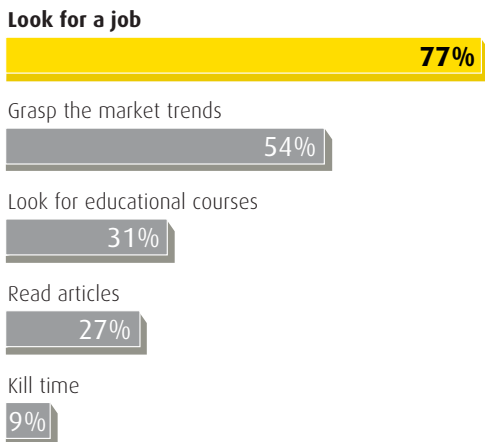
## 70% readers share Jiu Jik with other people



## An effective vehicle for course promotion

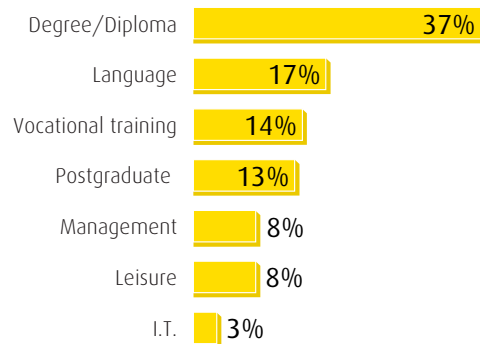


## Major reasons for reading Jiu Jik

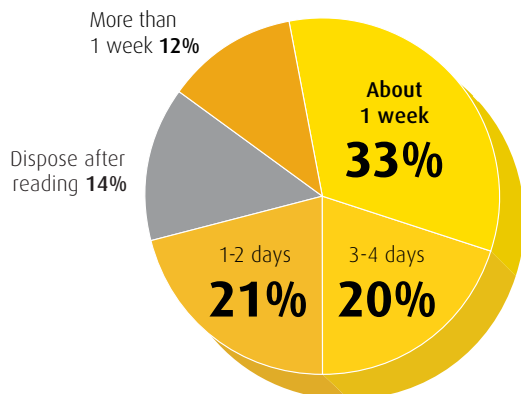


Respondents ranked 1 or 2 reasons out of 5

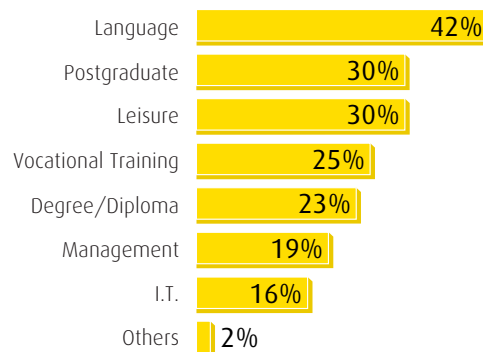
## Courses currently taken by Jiu Jik readers



## 86% keep Jiu Jik for further reference



## Courses to be taken by Jiu Jik readers



# 招職強勢登陸



- ✓ 所有主要港鐵站出口
- ✓ 全港主要工、商業區
- ✓ 全港大專院校
- ✓ 全港各區青少年中心

JiuJik.com



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- ☑ 逢星期二、五於Circle K便利店派發(100間)
- ☑ 逢星期二、五於全線VanGO便利店派發
- ☑ 逢星期一、二、三、四、五於主要港鐵站出口及高人流地區派發
- ☑ 逢星期五於全港大專院校、各區青少年中心及新界高人流地點派發，  
包括：沙田、火炭、大埔、上水、天水圍、元朗及屯門

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2565 2351



[jiujikedu@scmp.com](mailto:jiujikedu@scmp.com)